

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.67

June—1922—August

PRICE LIST

of

Specialties in Seeds and Plants

J. L. SCHILLER, 929 Prouty Ave., Toledo, O.

PRIMULA OBCONICA PLANTS

The Strain that Leads

With the steadily growing business in general, the demand for our products will also increase and make the Primula Obconica more important from year to year. Quarantine 37 does not allow of importations of pot plants and helps to enhance the value of this favorite, alike useful as cut flower or pot plant.

Our early December sown stock last year resulted in larger plants in full bloom in November, which the February sown stock does not do. This permitted of far better prices, one customer reporting retail prices of \$5.00 per plant for a large percentage of his stock. This early sown stock can be had in bloom from the latter part of September on, where hardly anything else in blooming pot plants is available. For November and later they can be grown into large 6" and 7" stock, especially if planted out in a house till the latter part of September; they lift easily and show no more effects after 10 days. At Christmas, in full bloom, they will bring a very profitable price.

Plants from this early sowing can be supplied from either **The Large Flowering** (grandiflora) or **The Giant Flowering** (gigantea) strains. The large flowering strain will produce more flower stems with slightly smaller flowers than the giant flowering strain. For list of colors, see page 3.

Owing to the higher cost of producing this stock during the winter months, we are obliged to charge a little higher price than for the regular stock ready about June 15th, but this higher price will almost double the returns of the later sown stock.

Price: Plants from 2" pots, ready for delivery, any color and in any quantity, \$7.50 per 100.

Plants from 3" pots, ready in July, \$12.00 per 100; \$100.00 per 1000.

PRIMULA PLANTS FOR DELIVERY FROM JUNE 15th ON

All plants are from 2" pots, grown outside in frames.

Primula Obconica Grandiflora	per 100, \$6.00; per 1000, \$55.00
“ Obconica Gigantea	“ 6.00; “ 55.00
“ Chinensis, separate colors and named varieties	“ 5.00; “ 47.50
“ Malacoides, old type.....	“ 5.00; “ 47.50
“ “ Schilleri, the best for cut.....	“ 6.00; “ 55.00
“ “ Townsendii	“ 6.00; “ 55.00



BUSINESS RULES

Prices quoted are net and as low as high quality will permit; this list cancels all previous quotations.

Quality. All seeds offered are grown by ourselves or specialists and purchased regardless of cost and cannot be compared with ordinary commercial quality. All Plants from pots are grown as good as size of pot will permit, no weak and spindly stock will be sent out.

Filling Orders. Orders are filled in rotation. Standing and advance orders as soon as stock is ready, and all other orders as soon as received, and should varieties be exhausted they will be forwarded when again in stock.

Shipping. Seeds are sent by Parcel Post. Plants are shipped by Express, unless ordered by Freight. Being centrally located, promptness and low charges are assured.

Receipt from carrier in good order constitutes delivery; our responsibility thereafter ceases and we cannot entertain complaints for arrival in bad order.

We pack carefully and it is customary for our customers to receive their orders in good condition.

Parcel Post shipments must be prepaid. Sufficient money to prepay charges must be added.

Terms. All sales are made on a strictly cash basis, regardless of the responsibility of the customer, and all orders will be shipped C. O. D. if no cash accompanies the order.

Remittance should be made by P. O. Money Order, Express Money Order, Bank Draft or Registered Letter. C. O. D. orders must be accompanied by partial payment to assure acceptance.

Warranty. All possible care is taken to supply "New and True" Seeds, Bulbs and Plants, but no warranty is given, expressed or implied, as to description, quality, productiveness or any other matter of goods sent out, nor will I be responsible for the crop, and orders will be filled on these conditions only. Should errors occur, please report at once and I will endeavor to adjust to your satisfaction.

Toledo, O., June, 1922.

J. L. SCHILLER.

BEGONIA GRACILIS SEED and PLANTS

We shall have again, as usual, a large quantity of these Christmas favorites to offer for shipment from July on from 3" pots at \$10.00 per 100, \$90.00 per 1000, and will confine ourselves to the three best varieties, all originally introduced by us and now universally known and recognized as standards.

Luminosa, a fine Christmas red; **Mignon**, deep salmon pink, and **Prima Donna**, bright rose pink. Fresh seed of above, and also **White Pearl**, \$1.00 per Tr. pkt.

Pink Perfection, a new very free-blooming pink variety of pleasing color.

CALCEOLARIA HYBRIDA GRANDIFLORA SEED

They are forging more to the front as winterbloomers every year. Our seed can be depended upon to be the best obtainable, producing the largest flowers of the brightest colors. **Self Colors Mixed** and **Tigered Mixed**, each ½ Tr. pkt. 60c, Tr. pkt. \$1.00.

CINERARIA HYBRIDA GRANDIFLORA SEED

They are now much more important for winter blooming than they used to be and are grown in increasing quantities every year. Our strain comes from a specialist in Germany and contains all those brilliant colors which make them showplants of first order. They have always given perfect satisfaction and can be depended upon being the best to be had.

Price: Any of the following, 60c per ½ Tr. Pkt., \$1.00 per Tr. Pkt.

Alba, large white flowers, center purple.

Atrocoerulea, very deep blue.

Azurea, medium flowers, deep sky blue.

Incarnata, flesh color.

Kermesina, bright carmine.

Matador, large flower, crimson-scarlet.

Rosea, large flower, bright pink.

Sanguinea, large flower, deep blood red.

Giant Dark Red with White.

Giant Dark Blue with White.

Dwarf Gold Medal, Mixed Colors.

Medium Tall Gold Medal, Mixed Colors.

Dwarf Large Flowering Stella, Mixed Colors.

Stellata, Mixed Colors, tall growing, small flowers.

Stellata, Dwarf, Mixed Colors.

Double Gold Medal, Mixed Colors.

PRIMULA PLANTS

The following colors and varieties are grown of the different strains of Primulas and in such quantities that enable us to fill during the season any quantity of any color.

PRIMULA CHINENSIS

This old favorite is still grown to a very large extent and fully justifies its popularity. We have made a specialty of it for years and have always been fortunate in supplying the best there is. We are anxious to keep up our reputation and offer again the same strain that has satisfied the most critical before.

Primula Chinensis Fimbriata Grandiflora

Alba Pure, pure white.

Alba Magnifica, white, large yellow eye.

Coccinea, deep red, Christmas color.

Coerulea, clear blue, large flower.

Kermesina Splendens, rosy carmine.

Rosea, dark pink.

Mixed-Colors.

Primula Chinensis, Named Varieties

The following are the best of the named varieties selected for their very large, perfectly fringed flowers and brightest colors. They will satisfy the most critical.

Carbuncle, large flower, dark velvety blood red, without doubt the finest and darkest of all.

La Defiance (Crimson King), brilliant salmon scarlet, brightest of all, finest color known.

La Duchesse, large flower, white shading to rosy carmine in center.

La Violette, very large flowers, light blue, deeply fringed.

Morning Dawn, very large flowers, deep blush rose, deeply fringed.

Sedina, large deep fringed flower, bright dark rose.

Snowqueen, large flower of purest white, deeply fringed.

Primula Obconica in Design Work



J. L. SCHILLER Toledo, Ohio





PRIMULA MALACOIDES

The popularity of this Primrose has spread so rapidly since we introduced it in 1911, that a description is not necessary. The original type has been excelled by *grandiflora*, a chance seedling. With this seedling as seedbearer we have crossed *obconica* as pollen-bearer and among the thousands of seedlings we selected two, which gave any promise of improvement and seem to be a distinct species. We call it *Schilleri* and will use it for further hybridisation.

Malacoides Pink, a very deep, lively pink, very profuse bloomer, the old type.

- " *Gigantea*, a hybrid of very robust growth, larger foliage and flowers of a pleasing lavender pink on long, strong stems, good for cutting.
- " *Schilleri*, very distinct foliage, much larger and tougher, with heavy, wiry, long stems and large fringed flowers. Will make a good cut-flower, plants only.
- " *Townsendii*, a great improvement over *Malacoides*, with very large star-like flowers, dwarf in habit, lavender, pink and pink shades.

The Strain that Leads

PRIMULA OBCONICA

This is the most important line of our business and for years we have by careful hand pollination tried to improve our strain and believe we have succeeded. Every year we have selected from our thousands of plants in bloom the two best of each color to serve as pedigree, those which seemed to embody all desirable points as to habit of plant, size, shape and color of flower, and we have now a strain which, to our knowledge, is not approached in quality by any other, and is in fact *The Strain That Leads*.

Primula Obconica Grandiflora

The improved strain of the large flowering type, very floriferous.

Alba, large pure white, large truss.
Appleblossom, light pink, very large.
Celeste, light porcelain blue, large.
Coerulea, deep blue, medium size, crop failed.
Crispa, large waved flowers in light pink and lavender.
Kermesina, brilliant carmine.
Lilacina, large flower, light lilac.

Magnifica, large yellow eye, white and pink.
Oculata, dark eyed, in light pink, dark pink and lavender.
Purpurascens, deep purple, medium.
Rosea Splendens, large bright rose.
Salmon Queen, large, fine light salmon.
Violacea, very large, deep lavender.
Mixed Colors.

Primula Obconica Grandiflora Fimbriata

Same as preceding but with fringed flowers. Crop very limited.

Alba, pure white.
Appleblossom, light pink.
Kermesina, deep carmine.

Lilacina, light lilac.
Rosea, deep pink, large flowers.
Violacea, large, deep lavender.
Mixed Colors.

Primula Obconica Gigantea

Very strong grower with extra large flowers in large clusters; use this strain for largest flowers.

Appleblossom, light pink.
Coerulea, very large, sky blue.
Kermesina, deep carmine.
Lilacina, deep lilac, large.

Purpurea, deep purple, medium.
Rosea, bright rose, very large.
Violacea, deep lavender, very large.
Mixed Colors.

FIELD GROWN ROSES FOR FALL DELIVERY

All our Roses are on their own roots and two years old. We confine ourselves to Ramblers and Baby Ramblers for florists' use of a few varieties of proven merit. Our soil produces a good, heavy stock and will give satisfaction. Delivery to be made as soon as dug in the fall. Orders booked now at prices ruling in the fall.

The following varieties are grown:

Rambler Roses: Dorothy Perkins, Excelsa, Flower of Fairfield, Pauls Scarlet Climber, Rosiere, Tausendschoen.

Baby Rambler Roses: Baby Rambler, Baby Tausendschoen, Clothilde Soupert, Ellen Poulsen, Erna Teschendorff, Miss Edith Cavell, Triomphe Orleanais.



HYDRANGEAS

We never had as satisfactory a lot of Hydrangeas as the ones we grew last year. If this was the result of a different way of growing, or if the weather just suited them last season, we are unable to say. However, we will follow the same method of growing this year. Everybody seemed satisfied and many of our customers reported "not a blind shoot in the lot," a rather strong statement, but expressing complete satisfaction with the stock furnished.

We will have a large lot again of the French varieties, as well as of Otaksa, and shall be pleased to have our old customers placing their orders as usual.

Our collection is perhaps the most complete in the country and the proven varieties are grown in sufficiently large quantities to fill any orders.

Attraction, an early free flowering pink.

Avalanche, a very popular white variety.

Baby Bimbenet, very dwarf, free and early, silvery rose.

Beaute Vendomoise, immense heads of white flowers tinted pink.

Bouquet Rose, large trusses of well-formed flowers, rosy amber turning to bright pink.

Directeur Vuillermet, a good pink with fringed flowers of medium size, very large heads.

Domotoi, claimed to be a sport from Otaksa with double flowers.

Eclairer, a bright carmine rose, very good.

E. G. Hill, immense trusses of a pleasing pink, early.

Etincelante, bright carmine.

Galathea, large trusses with pinkish flowers, compact grower.

General de Vibraye, very large heads of bright rose, a splendid forcing variety.

Joconde, large heads of blush pink, very free and early.

La France, strong grower, large trusses of rose flowers, deeply fringed.

La Lorraine, pale rose, turning to pink, large flowers.

La Perle, the grandest, largest and finest white, flowers deeply fringed.

Lilie Mouillere, a bright carmine rose, so far the best, habit and foliage like Otaksa, flowers of great substance.

Excels Otaksa in freedom and earliness.

L'Islette, rosy carmine, large trusses of deeply fringed flowers.

Louis Foucard, very free and early, deep rosy carmine.

Louis Mouillere, very distinct and valuable variety, a fine shade of deep rose-pink, fringed florets in trusses of immense size.

Mlle. Agnes Barillet, large trusses of white tinted pink, compact grower.

Mlle. Renee Gaillard, flowers a milky white, in large panicles irregularly dentated.

Mme. Auguste Nonin, an unusually attractive pretty pale pink in heads of large size.

Mme. Emile Mouillere, very large flowers, frequently over two inches in diameter, of the purest white, with rosy-carmine eye.

Mme. Foucard, large flowers of soft pink.

Mme. Legou, immense trusses of compactly placed florets, creamy white.

Mme. Maurice Hamar, large delicate flesh-rose color, a pleasing shade.

Mme. Nicolas Lambert, a giant Otaksa in every way.

Mme. R. Jacquet, unusually attractive variety of unique coloring, opening like a cluster of apple blossoms, compact heads, pale pink.

Mme. Truffault, light pink, fringed, very free flowering, medium early.

Mont Rose, immense panicles of clear flesh-rose, early and practically everblooming.

Mousseline, very large heads of a deep pink.

Opale, quite distinct in color, a lively pale rose with attractive pale green, vigorous foliage.

Otaksa, the old well-known deep pink.

Professeur A. Vezzin, white shaded with carmine.

President Falliere, bright pink, large flower, early and very free flowering.

Radiant, a good rose carmine.

Ronsard, very large individual flowers as well as trusses of a beautiful rose tint.

Satinee, medium large, silvery rose.

Senateur Henri David, very large flowers and trusses of a creamy pink.

Souvenir de Lieut. Chaure, large heads of bright carmine-rose; strong grower.

Souvenir de Mme. E. Chautard, one of the prettiest, robust habit, deservedly the most popular forcing variety, early and free, bright rose.

Souvenir de Mme. Victor Raoult, very large lively rose.

Trophee, the darkest red.

Vieux Chateau, strong, upright flower, with immense trusses of very large white flowers, shading to pink as they get older.

Ville de Chartres, pure white, immense heads.

Prices: Pot grown stock for forcing for delivery from September on, 3-in., 15c; 4-in., 25c; 5-in., 40c; 6-in., 60c; 7-in., 75c.